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Brand Flip is the second book of Marty Neumeier’s that I read (the first one

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was Brand Gap). It's a really great read, and has inspired me to think more deeply about customer experience and brand touch-points (both those of my clients and my own).

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THE BRAND FLIP The rise of branding, now fueled by social media, has placed the future of companies firmly in the hands of customers. This is the brand flip, a pan-industry judo throw that's taking down some companies raising others to the status of superstars.

THE BRAND FLIP — MARTY NEUMEIER

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The Brand Flip – Why Customers Now Run Companies. 22 March 2017

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The Brand Flip

People wear brands, eat brands, listen to brands, and they’re constantly telling others about the brands they love. On the flip side, you can’t tell

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someone about a brand you can't remember. Additionally, a strong brand website strategy, like backlinks, is critical to generating referrals or viral traffic.

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